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CHURCHILL DOWNS, DERBY DIVAS TO ANNOUNCE A 'FIRST' FOR JOCKEYS WHO WILL RIDE IN 2017 LONGINES KENTUCKY OAKS

Who/What: Representatives from Churchill Downs, Norton Cancer Institute and Derby Divas will share major news about what jockeys will be wearing this year for the first time ever as they are called to the post for the 2017 Longines Kentucky Oaks.

Churchill Downs and Norton Cancer Institute announced a new charitable partnership this spring to raise funds to help provide care for women in our community who lack access to necessary breast health screenings and services. The new local partnership and Survivors Parade presented by Kroger are the centerpieces of the Oaks Day Pink Out celebration to raise funds and drive national breast and ovarian health awareness.

Derby Divas is excited this year to be part of the local partnership between Churchill Downs and Norton Cancer Institute. As a volunteer-driven community initiative Derby Divas is committed to raising funds and awareness to prevent breast cancer and provide breast health programs and services to underserved women.

Taking part in this special announcement will be:

- Linnie Meyer, Norton Healthcare, Chief Development Officer
- Susan Vogt, Derby Divas representative, owner Rodes for Him and For Her
- Lauren DePaso, Churchill Downs, Director Community Relations
- A jockey who will model the special new attire

When/Where: Thurs., April 20, 10 to 10:30 a.m., at Rodes For Him and For Her, 4938 Brownsboro Rd.

Why:

- One in eight women will develop breast cancer in her lifetime. Although ovarian cancer is less common than breast cancer, survival rates for both these cancers are rising largely to the success of screening and early detection
- As centerpieces of the Oaks Day Pink Out celebration, this partnership and the Survivors Parade presented by Kroger are amazing opportunities to raise breast cancer awareness and encourage screening in a big way, and to raise funds to support breast cancer programs and services.
- The 11th annual Derby Divas fashion event takes place at Rodes For Him and For Her in the evening on April 20. Proceeds support breast health programs and services, including free mammograms and wellness exams through Norton Healthcare's mobile prevention unit for women with limited access to these needed services.

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